

## HISTORY OF EVENTS

**REDACTED**

Howard Batten and Lowell Carlson review industry trends over breakfast as part of an IPA Board meeting, discussions of industry and technology trends along with revelations of certain studies and papers regarding the same. The development of a complete digital graphic arts production format along with increasing ease of file movement seems key.

**REDACTED**

Hanson Graphics key strategic personnel meet with Quantech key personnel (including Messrs. Carlson, Hanson and Guyse) to analyze business trends and opportunities. Various opportunities are briefly outlined and assignments are accepted to efficiently pursue the options. Hanson Graphics pursues digital print and Quantech begins the quantification and analysis of DIDAS (Digital Image Distribution And Storage).

**REDACTED**

Hanson Graphics and Quantech meet in St. Louis for updates on the projects and the processes along with analysis and agreement on further efforts.

**REDACTED**

As part of the overall research with Quantech clients and non clients, Mr. Carlson met with Brian Parrott, Amana Appliances Advertising Manager. During the meeting, Brian was interrupted with a telephone call regarding a project in Johannesburg, South Africa. When Brian hung up the phone - he muttered a few words about which Mr. Carlson inquired. "We need some images in South Africa which means":

"I need to go to the basement and find the right 4 x 5 transparencies,  
call the photo studio for duplicates,  
call and ship Federal Express for 2 days of shipping,  
have them redigitized in Johannesburg  
and loose all the control -  
THERE MUST BE A BETTER WAY".

The above quote was the actual basis of the product approach shown in Section X, Figure 1. On the drive home that evening the concept of a centralized, secure and browser manageable digital image repository deploying 1<sup>st</sup> generation duplicates over a WAN was envisioned by Mr. Carlson

**REDACTED**

Mr. Carlson met with Mr. Parrot to discuss the concept and the need. Obviously, there was no way to act on the possibility by Mr. Parrot, but he did affirm the validity of the concept to the market and Amana's general needs regarding controlling of issues of quality and distribution.

**REDACTED**

As part of Graph Expo in Chicago, Messrs. Hanson, Carlson and Guyse met regarding technologies that could serve to fill the central repository and digital distribution work flow concept.

**REDACTED**

John Jebens begins working informally with Messrs. Carlson and Hanson and their firms in the development of the concept and in the search for enabling technologies to create the solution.

**REDACTED**

Paul Hanson, Sr., Chairman and President, of Hanson Graphics of Memphis and Lowell Carlson, Chairman and President of TechGraphics Ltd. of Milan, Illinois fund Monet with \$300,000 of start up financial resources. Simultaneously, John Jebens is named Vice President of Operations for Monet, Inc. and the initial Corporate Development Plan is adopted and its implementation began.

**REDACTED**

Monet, Inc. is incorporated in the state of Florida.

**REDACTED**

Jeffrey James is appointed Network and Systems Manager and becomes Monet's third full time employee. Jeff's strong network background and experience adds depth to the technical team along with additional technical expertise and experience.

**REDACTED**

Monet, Inc. locates to Corporate Development and Operations offices at 4511 North Himes Avenue, Suite 285 in the Tampa Bay Office Park. The contemporary office facilities are soon bustling with electronic activity.

**REDACTED**

Monet, Inc. secures an additional \$150,000 in financial resources through the sale of founders stock.

**REDACTED**

Boston Photo of Boston, MA and Quantech Ltd. of Milan, IL become Monet's first two alliance partners and install the service provider server and Monet Macintosh Browser Software.

**REDACTED**

Monet, Inc. secures an additional \$170,000 in financial resources through the sale of founders stock.

**REDACTED**

McKay Communications of Midland, MI becomes Monet's third alliance partner with the installation of the service provider server along with the Macintosh Browser Software.

**REDACTED**

Monet, Inc. secures commitments for an additional \$180,000 of founders stock.

**REDACTED**

Monet, Inc. secures an additional founders round of financial commitments for \$190,000.

**REDACTED**

Amana Appliances contracted with Quantech to provide image fulfillment services for their client partner program with Circuit City - to supply kiosks with product information in every Circuit City outlet. This was the "manual" predecessor to the Monet fulfillment concept and the partnering with Amana to seek technologically advanced solutions to image fulfillment work flow issues.

**REDACTED**

The Monet Macintosh Browser installation and training commenced at the first Monet Beta Site - Amana Appliances.

**REDACTED**

Browsing and "ADL" (Amana Digital Library) management of files began at Amana and invoices for these Beta activities commenced.

**REDACTED**

Amana advertising service providers install the Monet Macintosh Browser. Beta installations occur at three Amana Agencies and are Basler Design Group, Ad Two and Morton Advertising.

REDACTED

Basler Design Group and Morton Advertising upgrade the Monet System to allow for handling high resolution images via the installation of Monet Hot Foldering.

March 8, 1997                      Wahl Clipper of Sterling, IL installs a Monet Beta System and adopts the Monet concept and methodology to fulfill image deployment and management globally.

April 2, 1997                      Ross Advertising, Peoria, IL commits to the Monet Beta Installation and System as one of Wahl Clippers premier service providers.

April 7, 1997                      Monet, Inc. and The Capital Strategy Management Company ("TCSMC") commit to an agreement whereby TCSMC will serve as Monet's investment banker and act as "Vice President of Corporate Development". Accelerated development and capabilities become core goals to meet market demand.

April, 1997                      The International Prepress Association (IPA) publishes a report, Digital Asset Management in Prepress regarding image and media asset management. The report confirms the intense market need for solutions to asset and image management related to issues of work flow. GISTICS Inc., experts and industry leaders in the Digital Brands Industry Council issues two reports regarding digital commerce and digital branding and states "as worldwide, integrated and wired marketplace emerges, linking customers and vendors through interactive communications systems, digital media serves as the principal agency for commerce." This report further scales the worldwide advertising annual spending at \$1.5 trillion, whereby many applications would apply for such digital networking, resulting in significant market opportunity.

May 2, 1997                      John Jebens is elected Vice President of Corporate Development and Marketing. John will focus on building the VAR channel, sales, and internal infrastructure of Monet. Jeff James is elected Vice President of Operations with primary responsibility for continued software development and managing the service side of Monet.

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**May 30, 1997**                      Monet, Inc. completes the first rounds of significant "ramp-up" meetings involving issues of technology and marketing across strategic goals and relevant tactics. Additional talented resources contribute to the Board and to the newly form Strategic Development Board. These resources include: Eric von Bauer and other partners at TCSMC, Don Belval - immediate past chief print strategist for 3M/IMATION, Michael Randone - vice president at Quantech, Milan, IL and the present leading Monet marketer and Dale Kowalski - Director of Business Development for McKay Communications, Midland, MI.

**May, 1997**                      Monet, Inc. retains the firm of Marshall, O'Toole as counsel in issues regarding intellectual property and patents. A search commences regarding Monet claims and the patent process is in full swing.